

## Connecticut Product Stewardship Council meeting with Paint Care

July 12, 2012

### Meeting Summary

The purpose of this meeting was to provide an update from Paint Care on the status of implementation of the paint stewardship program and to discuss progress with each stakeholder group (municipalities, service providers and retailers). Participants were encouraged to provide feedback and ideas to PaintCare to be considered in the development of the Program Plan to be submitted to DEEP for approval by March 1, 2013.

After introductions, Marjaneh Zarrehparvar, representing PaintCare, gave an update on the status of the program in Connecticut. Key updates included:

- Rhode Island passed the PaintCare legislation in early July. Because of our size and proximity, there would be coordination in implementing both state programs, specifically with service providers. This could reduce costs for the Connecticut program. New York is hoping to introduce the legislation for consideration in 2013.
- PaintCare has been working with DEEP on the conditions for a General Permit for retailers to accept paint as part of the program. The permit is set to go to public comment shortly possibly in early August. The permit fee will be paid by PaintCare.
- PaintCare is looking at going to bid for vendor services to manage the collected paint in the fall of this year. This includes transportation and processing.
- PaintCare is on schedule to meet the deadline of July 1, 2013 to implement the program
- PaintCare will be looking to hire someone to help manage the Connecticut program. They hope to bring on someone in the next few months.

The group discussion focused on four stakeholder groups:

- 1) Retail Stores – PaintCare will be conducting outreach with paint retailers in Connecticut to inform them of their responsibilities under the law and recruit them as collection locations. Outreach will begin after the General Permit for collecting unused paint by retail stores is in place, most likely in September or October. The conditions of the permit are compatible with the requirements of the PaintCare program. PaintCare will visit each retail site that is interested in becoming a collection site; if site is compatible and still interested, the retail business will enter into an agreement with PaintCare. The retail collection program has grown to approximately 100 locations in Oregon with few complaints and only a few leaving the program. Retail collections will be a critical component of the collection infrastructure because of their convenient locations and hours. Without retail participation, HHW programs could be overwhelmed with latex paint at the start of the program. Paul Fressina from PaintCare said a recent meeting in California for

retail stores identified some new ideas including contacting contractors months before the program started to ensure retail store customers were aware of the upcoming change in prices for new paint as well as the new recycling benefits.

- 2) Municipal Transfer Stations – There are currently four municipalities that accept paint from residents. Some towns may choose to accept paint from residents if there aren't any retailers close by that will be participating and HHW collections only happen once or twice per year in the region. Redding and Fairfield indicated they might be interested in such an arrangement. PaintCare would work with any municipality that wanted to participate in their program. Towns that operate under the municipal solid waste transfer station could accept paint under this permit.
- 3) Service providers – In Oregon, the only state currently operating the PaintCare program, there is one company that does virtually all the household hazardous waste business. However, in Connecticut there are currently four companies holding contracts. PaintCare understands that working with the existing service providers would maintain competition for HHW services. PaintCare will go out to bid this fall for managing the paint. Participants agreed that it would not be ideal to have more than one transporter on site at the same time. Service providers could include hazardous waste companies, recycling and disposal facilities, and transporters. Amazon Paint has indicated an interest in locating a paint recycling facility in Connecticut.
- 4) HHW programs – HHW programs are concerned about maintaining competition among service providers, how to integrate latex paint into existing collections, and the potential for long lines at HHW sites when latex is added and the program is promoted by PaintCare. Marjaneh stated that PaintCare would not need an agreement with each site of a one-day HHW collection but would contract with permit holders. The permit holder for one-day collections is the HHW vendor. The permit holder for the permanent facility is usually the town where the facility is located. HHW programs were also concerned about the start-date of the program in terms of residential outreach and promotion. By July 2013, it will be the middle of the HHW collection season. It was suggested that paint could be accepted without promotion. PaintCare said they will create promotional materials too.

PaintCare outreach and promotion – Through a retailer stakeholder meeting held in California in June, retailers provided input on how to modify the point of sale materials and messages used in the Oregon program. PaintCare is currently looking for a local PR firm to work with – to develop printed material and an outreach strategy. Suggestions for PR firms will be gladly accepted by Marjaneh or Paul.

Participants thought it would be worthwhile to continue to hold face to face stakeholder meetings. The next meeting would be sometime in late fall or early winter after a number of projected tasks have been completed.